

**GOVERNMENT OF INDIA  
CONSUMER AFFAIRS, FOOD AND PUBLIC DISTRIBUTION  
LOK SABHA**

UNSTARRED QUESTION NO:401  
ANSWERED ON:19.07.2016  
Fund Allocation for Consumer Awareness  
Misra Shri Ajay (Teni)

**Will the Minister of CONSUMER AFFAIRS, FOOD AND PUBLIC DISTRIBUTION be pleased to state:**

- (a) the details of the amount allocated for Consumer Awareness Programme during the last two years; and
- (b) the amount spent and likely to be spent for the purpose?

**Answer**

THE MINISTER OF  
CONSUMER AFFAIRS, FOOD AND PUBLIC DISTRIBUTION  
(SHRI RAM VILAS PASWAN)

(a) & (b) : The Government carries out "Jago Grahak Jago" multi-media campaign for consumer awareness on all India basis through electronic/print media and outdoor publicity. The details of the amount allocated and spent during the last two years and the current year is as under:-

| S.No. | Year    | Amount Allocated | Amount Utilized                                                                  |
|-------|---------|------------------|----------------------------------------------------------------------------------|
| 1     | 2014-15 | 76.47 (R.E)      | 71.50                                                                            |
| 2     | 2015-16 | 80.00 (R.E)      | 80.00(Provisional)                                                               |
| 3     | 2016-17 | 60.00 (B.E)      | 44.01 (till date) and remaining amount would be spent within the financial year. |

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